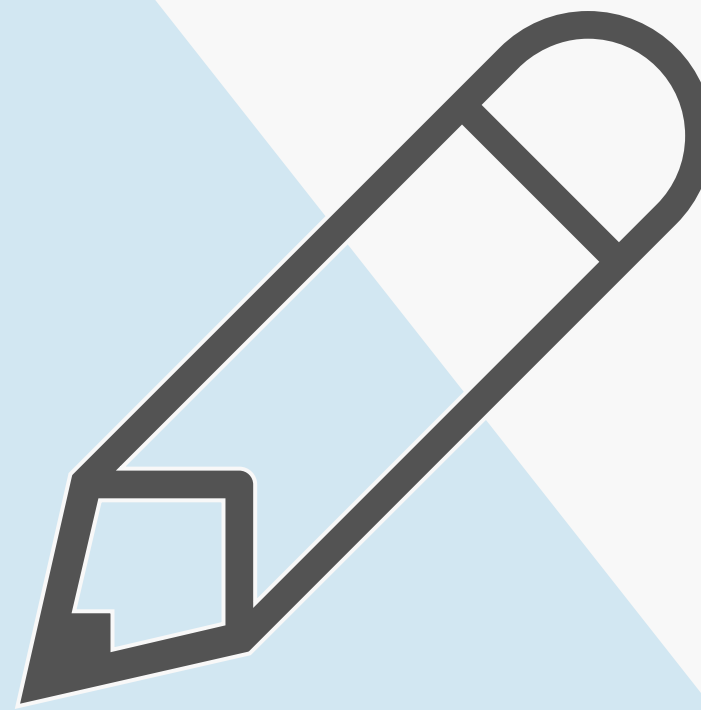


#01 INTRO

So you want to freelance?

Your go to guide on how
to survive as a freelance
developer or designer in
the digital wild.



Please keep in mind that this is based solely on the client relationship cycle, not technical expertise.

#01

WHAT ARE YOU OFFERING?

#03 WHAT ARE YOU OFFERING?

Do you have a specific set of offerings you can easily explain?

If you want to be successful at selling yourself you need to get good at explaining what exactly you have to offer.

Hone your offering to one sentence that demonstrates what your specific skill set is and why it is valuable.

#1.2

The more specific
you can be about
the value you will
add to a company
the better.

#1.2 EXAMPLES

“I design and build beautiful and minimal WordPress websites for solopreneurs and bloggers.”

“I work with you to craft high-converting eCommerce websites and launch a product”

“I will review the UX of your enterprise web app and recommend how you can redesign it to be easier for your customers to use”

If you're new at this, it's a great way to show off what you're capable of, use your own personal brand as an example of what you can offer clients.

**Make
your
own
website.**

WHY YOU?

#1.3

Know your own value.

#1.3

KNOW YOUR VALUE

Your main goal is to listen to what they are dealing with, what their pain points are, what it's costing them.

What solutions do you have to fix their problems and add value to their business and boost their bottom line.

**Get very
clear on the
value you
contribute.**

As a consultant, it should be your prerogative to identify how hiring you will give your client a 10x revenue return on what they pay you.

**You are
probably
charging
too little.**

If someone baulks at
your pricing, they are
not the client for you.

#1.4 HOW IT WORKS

Make your offerings blatant, direct, and easy to understand when you are talking about your process. This will not only make it easier to land good clients, but could provide great marketing material for yourself as well.

#02

**WHAT TO DO WITH A
POTENTIAL CLIENT.**

**Referral based business happy
customers will brag to their friends.**

**How do
you find
clients?**

Social media
Networking events
Talking to lots of strangers

OMG

**Get their
information
asap!**

Whether from a referral or meeting someone in passing, always be sure to get their information and on their calendar as soon as possible while you're fresh in their mind.

I prefer meeting face-to-face with potential clients, but this isn't always feasible. However, depending on the proposed size of the project, it may be necessary.

#2.2 How to land a Client

#2.3 FIND A NICHE

You will quickly gain domain expertise and much more effectively deliver to clients.

Doing a certain kind of project or work with a particular kind of client, will make you good and fast.

You will develop a more standardized process, know expectations, and estimate a hell of a lot better.

#04

FREQUENTLY ASKED QUESTIONS.

#2.4

Get clear on all
expectations

This is your opportunity to set up an agreement that will make the rest of working with someone mostly enjoyable (or really terrible and may cause some tears if you don't).

Let them know what your expectations are of the process are ahead of time, such as a ballpark timeline, how you conduct discovery, design approval process, development process, how many change iterations you're willing to accept..etc.

Define what success looks like.

Does ongoing work or maintenance makes sense?

How much will that cost?
Is it per month or on an hourly/ as needed basis?

What are some add-ons or up sells you can offer them, such as social media pages, branding guide, logo design. website hosting..etc?

#2.5

Be a good communicator

Do they want to talk everyday or is it a longer project where weekly updates are preferred?

Let them know if you prefer to communicate via Slack, email, phone calls..etc.

Let them know when are times that are appropriate to contact or **not** and how long they can expect in between responses.

Craft a timeline & work schedule

Do this together so they can be fully prepared. This should include by when you need the necessary things from them.


For example, I make all of my clients send me “homework” answering a series of important questions, along with a fat deposit and all of their site content before I even get started.

#03

HOW TO WRITE A PROPOSAL.

Be clear that this process will move as quickly as they want and will depend on them. Level of effort will also depend upon number of changes they want to make and how nit-picky they are.

Make it clear that you will only allow for an agreed upon number of changes and more will incur an additional cost.



**Clarity is
your best
friend.**

Follow Up

Tell them you will send them the proposal the next day and schedule a follow up call within a week.

The goal is to make the value of what you will deliver as well as the cost and expectations really clear.

If they accept the proposal or send draw into an official contract and both sign it.



**Make
your value &
expectations
clear.**

Turning around a client can be anywhere from a day to a year. The timeline will depend on how ready and prepared they are.

**Clients will move
as quickly as
they are ready.**

WINNING

Is what will happen if you do these things.

QUESTIONS?

I'm sure you have plenty by this point.

